

## **TOURISM AS A MEANS OF INCOME GENERATION FOR DEVELOPING COUNTRIES: FOCUS ON NIGERIA.**

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### **ABSTRACT:**

Nigeria as a developing country has long depended on oil and agriculture for its foreign exchange earnings. It can positively improve her economy by encouraging and investing in tourism of which she is richly blessed. Tourism in developing countries if focused on will in no small measure contribute to the economic growth. The methodology employed in this paper is direct observation and visits to some tourist sites in Nigeria, combined with relevant literature search. There are tourist attractions which cut across all countries in Africa, but to a large extent they are relatively undeveloped. This paper looks at tourism in some African countries and tourism in Nigeria at a closer observation; attempt is made at highlighting the shortfalls and ways in which these can be developed to help the potentials especially in area of income generation; factors which attract tourists to various potentials are also highlighted. The paper further discusses the benefits of tourism not only to the individual but to a developing Nigerian nation as a means of income generation. The financial benefits, the employment opportunities, developmental possibilities and other attractions that awareness and promotion of these potentials will portend for Nigeria were examined and recommend ways in which resources can be developed to international standard and sustained to generate income.

**Keywords:** development, developing Countries, income generation, sustainability and tourism.

### **1. INTRODUCTION**

Globally, tourism is fast growing and creating opportunities of economic and physical development to the destination areas through varying business, occupation and income promotion particularly in developing countries. Developing African Nations, especially Nigeria, are richly endowed with a wide variety of tourism attractions which gives it a strong potential for tourism development that can easily be transformed into highly attractive and profitable tourism destinations. These attractions range from historical monuments to holiday resorts, natural parks to rich cultural heritage which can be promoted as attractive international events thereby generating a flow of tourist and also income for the industry.

Tourism development depends on attractions and activities related to the natural environment, history, heritage and cultural patterns. According to World Tourism

Organization, planning tourism at all levels is essential for achieving successful tourism development and management. The experience of many tourism areas in the world has demonstrated that on a long-term basis, the planned approach to developing tourism can bring benefits without significant problems, and maintain satisfied visitor markets. Places that have allowed tourism to develop without planning often suffer from environmental and social problems. Such places with uncontrolled tourism development cannot effectively compete with planned visitor destinations. Tourism is multi-faceted; its economic dimension cannot occur without inputs of a social, cultural and environmental nature. "As demand for tourism increases, it brings with it not only opportunities for linkages with other sectors in the economy, but also consequences of a social, cultural, and environmental nature. These consequences, such as crowded airports and urban traffic congestion, affect both the public and private sectors" Dieke (2000).

The World Tourism Organization defines tourism as travel for predominantly recreational or leisure purposes and tourists as people who travel to and stay in places outside their usual environment for not more than 12 months for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited Uherek(2008). It is also defined by Encarta Dictionaries as travel for pleasure i.e. activity of traveling for pleasure.

It is also defined by Hunziker and Krapf (1941) as "the sum of the phenomena and relationships from the travel and stay of non-residents in so far as they do not lead to permanent residence and are not connected with any earning or activities -Wikipedia. It is classified into domestic tourism which involves residents of a country traveling within that country; inbound tourism i.e. non-residents traveling within the country and outbound tourism involving residents traveling to another country.

From the World Tourism Organization statistics, France ranks the highest in countries and cities most visited in the world. Microsoft Encarta (2008). According to the World Tourism Organization statistics, no African Country has made (WTO)'s top 25 destinations or the top 25 tourism earners in the world. 53 countries make up the African continent including the 47 nations of the mainland and 6 surrounding island nations; it is the second largest of the seven continents and covers 23 percent of the world's population Newton (2008), less than half received 92.5 percent of the total tourist arrivals in the whole of the region of which South Africa, Tunisia and Morocco make up the top

three, with a total of 55.8 percent of the total arrivals. Within Africa, the Northern sub-region had the highest share of traffic (34.6%) and revenue (33%), followed in descending order by Southern Africa, Eastern Africa, Western Africa and Middle Africa. Dieke (2000).

Other important tourism countries in Africa include Ghana, Kenya, Mozambique, Tanzania, Zimbabwe and Egypt to mention a few. About 2 million tourist visit morocco yearly, with most tourist complexes built along the coast and popular tourist destinations such as Fes, Marrakech and Agadir. Since 1994, the tourism industry in South Africa has expanded, with large number of overseas visitors. It has helped the country in the area of jobs and foreign exchange and has been used as an alternative to the gold industry. The attractions are beaches, scenic beauty, mountains, national park and games reserve. Ghana has most of her tourists coming in from Europe and the United States. With destinations such as the colonial fortresses in cape coast and Elmina which were transshipment points for thousands of slaves. Other attractions are beaches along the gulf of guinea and Ghana's national park. In Kenya, Tourism has since 1989 been the country's leading source of foreign currency, with tourist arrivals mainly from Europe and America. The destinations includes beaches along the Indian Ocean coast, National and game reserves. Encarta (2008). International tourist arrivals, worldwide, have grown from 25m in 1950 to 808m in 2005. Tourism receipts reached \$682bn, between 2000 and 2005, international tourist arrivals to Africa increased from 28m to 40m. This represents a growth of 5.6% a year, beating the world average of 3.1% a year. Over the same period, Africa's international tourism receipts more than doubled from \$10.bn to \$21.3bn putting it in the top growth league in the industry .Anver (2006). Tourism has the potential to contribute significantly to economic growth and development in Africa According to Naudé (2008) tourism is "profoundly" Important for economic development through its effects on employment, exports, Stimulation of infrastructure provision, and generation of tax income. Africa has a lot of unique places of natural attractions and places for adventures that are not in other regions of the world and also places known for their culture, traditions and customs.

## **2. DEVELOPMENT OF TOURISM IN NIGERIA**

Nigeria is a developing economy located in the Western part of Africa, tagged the most populous country in Africa and the eight most populous country in the world has a

population of over 140 million Out of the 840 million people in Africa and 2.1% of the world population.. As a developing economy, Nigeria relies on the exportation of crude oil. The economy has overdependence on the capital-intensive oil sector, which provides 20% of GDP, 95% of foreign exchange earnings, and about 65% of government revenues.-Wikipedia. However with the enormous population of the country, the limited resources available are grossly inadequate to cater for the numerous problems of the country. Before now, oil and agriculture were the largest foreign exchange earners in Nigeria; little attention was given to tourism since people were preoccupied with farming activities and devoted very little time sometimes at moon light for recreation.

Tourism account for a small percentage of the service sector of the economy. For instance in 2004, 962000 tourist visited Nigeria as compared to Tunisia with 6.4 million arrival and the USA with 70.8 million arrival. There are six economic factors that have proved since the Nigerian independence in 1960, according to Ologun et al, 2007 that tourism is conducive to development, these factors include the relatively rapid transformation of the economy, a rise in the real and disposable personal income of Nigerians, reduction in the number of working days from six to five allowing more leisure time, increased mobility through vehicular transportation, provision of recreational facilities and the establishment of tourism boards in many states. However, there are problems associated with the growth of tourism in Nigeria as identified by Ayeni et al (2004) as difficulties in identifying old and new tourist sites, lack of imagery to illustrate their locations, many of the sites are not developed to their full potentials, lack of supporting infrastructure such as roads and accommodation and also lack of guide maps within the tourist sites. Other problems also identified by Ologun et al, includes government being the sole promoter and financiers of tourism in Nigeria, non availability of adequate funds for its development and lack of interest by private developers. With the diverse and rich cultural heritage, some of these problems can be solved .According to Ologun et al, (2007) taking measures to promote travel and tourism will serve as additional revenue generation. This will make Nigeria the ultimate tourism destination in Africa and promote foreign exchange earning in an oil dependent economy.

### **3. TOURIST ATTRACTIONS IN NIGERIA**

Nigeria is made up of six geographical zones comprising the North east, North-west, North -central, South- South, South -east and South -west zones respectively and

further divided into thirty-six states and federal capital. Despite the underdevelopment of tourism, Nigeria is endowed with enormous tourism potentials ranging from ecotourism, wildlife, cultural heritage, monuments. These can contribute greatly to the economy and standard of living if fully developed. The six geographical zones each with some of the existing attraction are discussed briefly below.

- i      **North East:** The North east zone is made up of Gombe, Jigawa, Adamawa, Bauchi, Bornu, Taraba and Yobe states, each have one or two attractions ranging from natural and man made attractions. This zone is blessed with mainly Ecotourism, Wildlife and Natural monument. These are Tuki high lands, Birds sanctuary, Gashaka Gumpi Park, Wikki caves, Yankari games reserve, Chad Basin, Abba Kyarin zoo, Mambila plateau, Mamara Crocodile pond, Kambo and Fikiyu mysterious rocks, Hadejia Nguru birds' life project and Gujba forest reserve.
- ii     **North West Zone:** Kano, Kaduna, Kebbi Sokoto, Zamfara and Kastina are in the North west zone and made up of attractions such as Historical monuments cultural, wildlife and ecotourism which include Bagauda lake resort, Gidan Makama museum, Audu Bako zoo, Iggard bridge, NOK Terracotta, Usman park Argungu fishing festival, Kanta museum, Usman danfodio tomb, Kalele hippo pools cotton fields.
- iii    **North Central Zone:** Made up of Benue, Federal Capital Territory, Kogi, Kwara, Nassarawa, Niger and Plateau states with cultural, traditional resort, wildlife, ecotourism, zoological and historical monuments. The attractions ranges from Ushogo hills, Enemabaia warm spring, IBB golf course, millennium park, Ushafa pottery village, lord Iggard residence, Confluence of Rivers Niger and Benue, Ovia Osese festival, Inikpi shrine, mount patti hills, Owu natural falls, Peperuwa lake ,Akiri warm spring, Keana salt village, Eggon hills a cares, Zuma Rocks, Gurara falls, Kainji lake/park, Mayanka water fall, Shiroro dam, Shere hills, Kura falls, Rayfield resort, wildlife part to Jos zoo and museum.
- iv     **South-South Zone:** This zone is made up of Akwa Ibom, Bayelsa, Cross River, Delta and Rivers States. With Cultural, Beach, traditional resort and natural monuments, which are Ibeno sand beach, Ekpo masquerade, Ogi shrine, Olobiri oil museum Obudu cattle ranch, Cultural carnival, Agbokini falls, Ekpe

masquerade, Koko port Abraka resort and King Jaja of opobo monument ,slave export port in calabar.

- v South West Zone:** Comprised of Ekiti, Lagos, Ogun, Ondo, Oyo and Osun states made of Beach, Traditional, Natural, Resorts and cultural monuments. Which are Ikogosi warm spring, Takwa bay, Bar Beach, Lekki beach, National Theatre, Olumo rock, Adore market, Idanre hills ,Owo museum, Ebomi lake, Deji's palace, Mbeti hills, Amusement park, Calabash carving, Erin Ijesha waterfalls, Osun Oshogbo festival and Ife museum.
- vi South East Zone:** Abia, Anambra, Imo, Ebonyi and Enugu states make up this zone and made up of attractions such as cultural, Arts and crafts, traditional, Beach, resort and Ecotourism. Which are the arochukwu cave, long Juju of Arochukwu, Awete weaving centre, National war museum, Ogbunike caves, Igbo ukwu archeological excavations, Aguleri games reserve, Ogute lake resort, Umanana Afikpo sand Beach, Nike holiday resort and Iva valley coal mine.

Some of the above mentioned attractions are already recognized and developing, some not fully developed, some were developed but due to lack of maintenance have deteriorated and some are yet to be developed while few others are not even discovered. Two of the six geographical zones were selected for the purpose of this research to analyse the existing attractions in these zone and to ascertain their level of development. Below are tables showing the North Central geographical zone and the South West Geographical zones showing the existing attractions and their level of development.

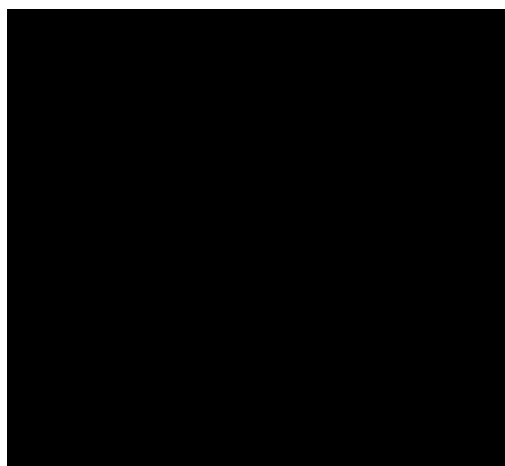
**TABLE 1: TOURIST ATTRACTIONS IN THE NORTH CENTRAL GEOGRAPHICAL ZONE**

State	Attraction	Nature of Occurrence	Classification of Attraction	Level of Development
Benue	- Ushogo hills	Natural	Natural monument	Not developed
	- Enemebaia warm spring	Natural	Natural monument	Not developed
Federal capital Territory Abuja	- IBB Golf course	Man made	Historical monument	Developing
	- Millennium park	Man made	Park	Developing
	- Ushafa Pottery village	Man made	Cultural	Not developing

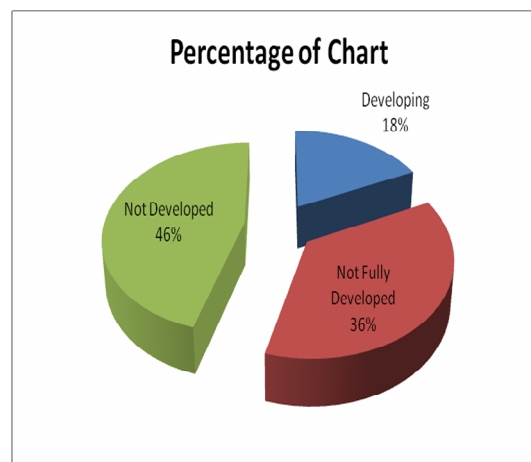
Kogi	- Lord Luggard residence	Man made	Historical monument	Not developed
	- Confluence of Rivers Niger & Benue	Natural	Natural monument	Not fully developed
	- Ovia Osese Festival	Man made	Cultural	Not fully developed
	- Inikpi Shrine	Man made	Traditional	Not fully developed
	- Mount patti hills	Natural	Natural monument	Not developed Not developed
Nasarawa	- Peperuwa lake	Natural	Natural monument	Not fully developed
	- Akiri warm spring	Natural	Natural monument	Not developed
	- Keana salt village	Natural	Natural monument	Not developed
	- Eggon hills & caves	Natural	Natural monument	Not developed
Niger	- Zuma Rock	Natural	Natural monument	Developing
	- Gurara falls	Natural	Natural monument	Developing
	- Kainji lake/park	Natural	Resort/Wildlife	Not fully developed
	- Mayanka waterfall	Natural	Natural monument	Not fully developed
	- Shirro dam	Natural/manmade	Resort	Not fully developed
Plateau	- Shere hills	Natural	Natural Monument	Not fully developed
	- Kura falls	Natural	Natural Monument	Not fully developed
	- Ray field resort	Man made	Resort	Not fully developed
	- Wildlife park	Natural	Ecotourism/wildlife	Not fully developed
	- Jos zoo & museum	Man made	Zoological/museum	Not fully developed

Source: Researcher's Field Survey 2007.

**Bar chart showing level of tourism development . Pie chart showing the percentage of tourism development.**



**Source: Researcher's Field Survey 2007.**



**Source: Researcher's Field Survey**

**TABLE 2: TOURIST ATTRACTIONS IN THE SOUTH WEST GEOGRAPHICAL ZONE**

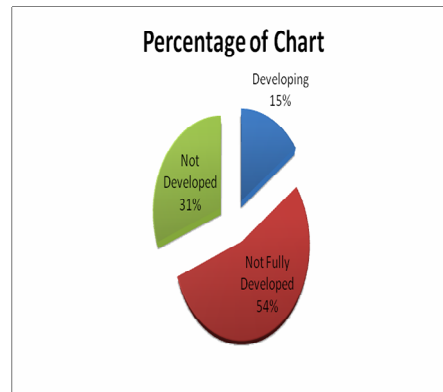
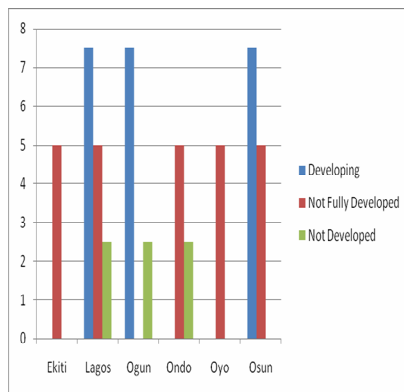
State	Attraction	Nature of Occurrence	Classification of Attraction	Level of Development
Ekiti	Ikogosi warm spring	Natural	Natural monument	Not fully developed
Lagos	- Takwa Bay - Bar beach - Lekki beach - National theatre	Natural Natural Natural Man made	Beach Beach Beach Historical monument	Not fully developed Developing Not developed Not fully developed
Ogun	- Olumo rock - Adire market	Natural Man made	Natural monument Cultural	Developing Not developed
Ondo	- Idanre hills - Owo museum - Ebomi lake - Deji's palace Akure - Oke maria	Natural Man made Natural Man made  Natural/manmade	Natural monument Historical monument Natural monument Historical monument  Religion	Not fully developed Not fully developed Not developed Not fully developed  Not developed



Oyo	<ul style="list-style-type: none"> <li>- Mbeti hills</li> <li>- Amusement park Ibadan</li> <li>- Calabash carving</li> </ul>	Natural Man made Man made	Natural monument Park Cultural	Not fully developed Not fully developed Not fully developed
Osun	<ul style="list-style-type: none"> <li>- Erin ljesha Waterfall</li> <li>- Osun Oshogbo festival</li> <li>- Ife museum</li> </ul>	Natural Man-made Man-made	Natural monument Cultural/tradition al Historical monument	Not fully developed Developing Not fully developed

**Source: Researcher's Field Survey 2007.**

**Bar chart showing level of tourism development . Pie chart showing the percentage of tourism development.**



**Source: Researcher's Field Survey 2007. Source: Researcher's Field Survey 2007.**

From the tables, bar charts and pie charts above, it is obvious that most of the existing tourist attractions are not fully developed. The few which are developing obviously are the ones being supported by the state and federal government. For the desired improvement on the economy of Nigeria by the generation of income through tourism, all arms of government from the local, state and federal levels and even the private sector have to work together to improve on all the tourist attractions by upgrading the existing facilities to international standard and by also improving on elements such as the countries economy, social, environmental, spiritual and infrastructural which play major roles in building a viable tourism industry.

#### **4. WAY FORWARD FOR TOURISM DEVELOPMENT IN NIGERIA**

Like any other developing nation of the contemporary world, the impact of tourism to the economy of Nigeria as a nation cannot be brushed aside. The way forward and eventual benefits of tourism to Nigeria are numerous and include:

- 1. Reduction in Unemployment:** unemployment is a predominant factor in developing nations and the rate of unemployment will be reduced drastically in places where tourism potentials is effectively utilized because jobs will be created for the locals in the community in areas such as building of new residence (Where masons, carpenters, electricians, would be needed), transportation, hotel waiters, small scale business which could either be part time or full time job opportunities and also in running and management of the area.
- 2. Development of Infrastructure:** the process of developing the tourism potential in an area will lead it to improve standard of infrastructure and this will attracts development to the communities. Community infrastructures such as good roads, pipe borne, water supply, electricity supply will be provided leading to development of the infrastructural standards of the environment.
- 3. Boosts of the Nation Economy:** The economy of the nation will be boosted through the influx of tourists thereby increasing the foreign exchange value, the publicity of the attraction, product, services consumption and exploitation by the provision of a ready market for local products, goods and services.
- 4. It Provides Bilateral and Political Relationship:** at the international level, tourism development projects a positive and receptive image of the region thus encouraging establishment of relationship between countries and a suitable environment for foreign investments is created through bi-lateral agreements.
- 5. Promotion and Preservation of Cultural Heritage:** Every society is endowed with its own cultural heritage; some of which have been discovered and developed while some undiscovered. These resources remain unexploited until discovered and this can serve as a pride to any people. The

culture is a direct impression of the socio-economic attitude of the people, and affects their attitudes to given situation. This cultural heritage can be developed and packaged to attract tourist. This will go a long way in preserving it and letting the world understand the people.

- 6. Serves as a Therapy for the Sick:** Out of the very busy schedules, many always think it right to relieve themselves of all pressure and tension by going on holiday. This serves as a restorative healing effect for the individual and at the end he is refreshed and rejuvenated.
- 7. Slows down Rural-Urban Migration:** In the rural community where there is a major tourist attraction, it brings about development which in effect slows down rural-urban migration due to the presence of the infrastructure such as pipe borne water, electricity, health care, good school. This help to keep the locals in their community rather than migrating to urban centers.
- 8. Education, Exposure and Enlightens:** Tourism exposes people to foreign cultures and hence there is room for learning from other cultures. Tourists are opportune to see natural phenomena and other things which will enlighten, educate and sometimes fascinate them.
- 9. Development of New Residential Areas and Business:** With the introduction of new tourist's attractions in an area, there is usually a corresponding increase in developments around that area. Housing units as well as offices and businesses spring up with the aim of maximize the benefits of proximity to such tourist's centers.
- 10. Creates an Avenue to make new Friends:** In the course of tourism, new friends from different parts of the world or country are made.

## **5. SUSTAINABILITY OF TOURISM IN NIGERIA**

Sustainable development is the use of a strategy that manages all assets, natural and human resources as well as financial and physical assets, for increasing long term wealth and well being. It rejects policies or practices that support current living standard by depleting the productive base, including natural resources, that leaves future

generations with poorer prospects and greater risks than the present. Pearce et al (1990).

Sustainability is concerned with the long term benefits of development and not of the present. In the past, it has always been believed according to an African adage that the future will look after itself, but this belief in the context of sustainability can no longer hold as the future depends on the preparations made at present for tomorrow.

Tourism contributes to sustainable development on the ground that it has less impact on the environment than other industries. It is based on the enjoyment of the natural and cultural environment and so is motivated to protect them. It can play a positive role in raising awareness and consumer education, through an economic incentive of protecting habitat which otherwise might be converted to less environmentally friendly land uses. Tourism has many negative impacts on the natural environment. "With the continuously growing number of tourists comes increasing pressure on natural resources. tourists are likely to drop litter; contribute to congestion in terms of overcrowding of people as well as traffic congestions; contribute to the pollution of water and beaches; tourism may result in footpath erosion; tourism can lead to the creation of unsightly human structures such as buildings (e.g. hotels) that do not fit in with the local architecture; tourism may lead to damage and/or disturbance to wildlife habitats. Tourism involving direct contact with nature is linked to loss of biodiversity (e.g. the loss of essential ecological functions, the productivity of ecosystems). The more tourists a destination attracts, the more the destination must carefully plan and manage tourism in respect to the environment". Mason (2002)

The environment is a key resource for tourism. The more tourists a destination attracts, the more the destination must carefully plan and manage tourism in respect to the environment. Mason (2002) went further that; "Positive Impacts tourism can have are preservation and conservation work. Tourism may stimulate measures to protect the environment and/or wildlife. Tourism can help promote the establishment of National Parks and Wildlife Preserves while educating the public about the environment. Another way in which tourism can positively effect the environment is promoting the preservation of buildings or monuments as world heritage sites, or historical sites. Tourism can also provide the money to maintain National Parks, Wildlife Preserves, and Historic Buildings".

Nigerian tourism potentials if well taken care of will attract tourists from all parts of the world and this will increase the foreign earnings of the country and in no time become a major earner. For tourism to be sustainable in Nigeria, all the parameters required to make it function must be put in place and these include good roads, good management, accommodation, electricity, adequate security and telecommunication. If these problems are not solved, the much needed revenue generation from tourism will not be achieved. According to Ologun et al. "The existence of attraction sites and these infrastructures must be available to tourists and the general public which means that raw data and tourists sites must be gathered, structured, stored and easily retrievable. Achieving sustainable tourism is a continuous process that requires constant monitoring of impacts, introducing the necessary conditions, research about current and emerging trends in tourism. Sustainable tourism must maintain a high level of visitor satisfaction and ensure a meaningful experience to visitors, if resource are degraded or destroyed, the tourism areas cannot attract visitors and means that tourism will not be successful.

## 6. RECOMMENDATION

Tourism in many countries represents a major revenue earner in the economy. The overdependence on crude oil in Nigeria as the main income earner has relegated other sectors of the economy especially tourism to the background. The tourism potentials available in Nigeria are too numerous to mention such that if adequately harnessed, developed and managed will not only earn more income than crude oil but will also boost the image of the country. With development, changes are inevitable, below are suggested ways in which tourist potentials in developing nations can be developed to an international standard and to contribute to generation of income.

1. **Proper landscape:** Good landscape elements should be introduced and well planned as no tourist attraction would be what it should be if proper attention is not paid to band scare. The use of street elements, walkways, kerbs, sit out, plants and other features should be encouraged to achieve a good aesthetics.
2. **Provision of Standard Infrastructure:** Portable water, good electricity, good road, good communication system should be introduced; this will ensure the comfort of tourists.

3. **Maintenance:** If a place is not maintained, with time it wears out, maintenance is quite important and absolutely necessary to achieve an international standard.
4. **Finance:** To achieve a better standard, finance must be put with consideration as without finance there obviously will not be headway in providing the necessary facilities.
5. **Employment of Experts:** Experts in every area as it applies to tourists attractions should be involved to fully maximize the potentials of the attractions.
6. **Privatization:** When the tourist attractions are privatized, they stand a better chance of being maintained rather than being abandoned by the government. And investors should be encouraged to develop these attractions.
7. **Publicity:** Advertisement of such attractions in the mass media should be drastically improved. This will help improve awareness of people of such areas as well as give room for income generation which will aid in development no institution, establishment or tourist attraction thrives without proper publicity. Magazines, newspaper, journals, newsletters, radio, television, internet are various ways in which tourism is publicized.
8. **Introduction of a “Hi – Tech”:** facilities and transport mechanisms. This will help improve the level of functionality and increase the standard of such areas.
9. **Proper Management:** A proper management of these sites should be ensured this is a basic requirement for sustainability.
10. **Provision of Accommodation:** Provision must be made for standard and convenient accommodation in or around the tourist centers; this will attract people to the areas.
11. **Access Road:** The access road leading to some of the tourist attractions are either in poor condition or in a sorry state of dilapidation. An access road serves as an introductory attraction for any tourist attraction and should be taken into serious consideration.
12. **Rehabilitation:** This idea should be the initial move to upgrade any of the above enlisted tourists Potentials in the tables above. The structures which are failing should be placed with stronger and similar design to preserve its heritage and value.

## 7. CONCLUSION

Every country has its peculiarities and entirely different attractions to offer to tourists and generate income. For tourism to thrive in Nigeria, supportive facilities such as transport facilities, communication, security, good infrastructure which would enhance tourism must be provided. The various government of developing nations must begin to look at growing their respective countries economically, socially, environmentally, spiritually and infrastructure wise as these elements play major roles in building a viable tourism industry and should as a matter of urgency start considering tourism as a veritable and alternative source of generating the much needed income for national development. Foreign investors and interested individual should take these advantages to invest in the tourism industry of Nigeria in particular and other African nation for sustainability and profitable returns.

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